## **Abstract**

The invention relates to a system and method of managing SMS messages in a first mobile operator network, said network comprising a plurality of subscribers and a Short Message Service Centre (SMSC) The invention can be implemented by carrying out the steps of starting a delivery attempt of the SMS message from a first subscriber to a second subscriber via said SMSC; intercepting transparently said SMS message delivery attempt from the first subscriber in the network before delivery of said SMS message; routing said intercepted SMS message delivery attempt via a smart services control node in the network; examining said message delivery attempt for possible invocation of a smart service to said SMS message; and invoking said smart services for said SMS message destined to said subscriber in response to said examination. The invention can be implemented in a single network or between two or more networks.

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